**IAB UK's Gold Standard backed by Facebook, Google, Microsoft**

The Interactive Advertising Bureau in the UK has launched a Gold Standard ads program, which is designed to enhance user experience, boost brand safety and clamp down on ad fraud. Twenty-three companies have signed up as board members of the initiative, including Facebook, Google, Twitter, AppNexus and Microsoft.

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<https://martechtoday.com/google-facebook-among-members-sign-onto-iab-uk-gold-standard-ads-program-205645>

Image source:

<https://images.martechadvisor.com/images/uploads/content_images/ad_fraud_59dfd5c156995.jpg>